TRENDS

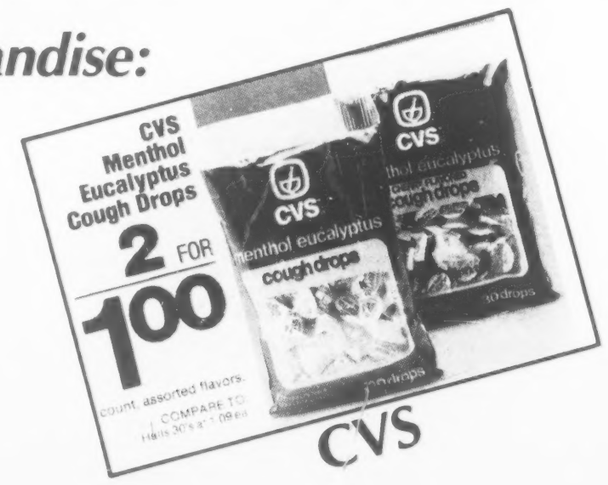
Private Label Merchandise

Drug chains promote private label merchandise:

BUY 2 BOTTLES AND SAVE!
Snyder Vitamin Twin Packs
Two 250 ct. bottles Natural Oyster Shell Calcium Tablets or Two 100 ct. bottles Natural Vitamin C 500 mg. Tablets 6.49
Two 100 ct. bottles Natural Vitamin E 400 IU Capsules 12.99
Two 130 ct. bottles Cen-Tabs High Potency Multi-Vitamin Multi-Mineral Tablets 8.99
Two 100 ct. bottles Multiple Vitamin Tablets Regular or Plus Iron 3.19
Two 60 ct. bottles Advanced Stress Formula Vitamin Tablets Regular Plus Iron or Plus Zinc 5.99

Snyder

Thrift Drug's Treasury



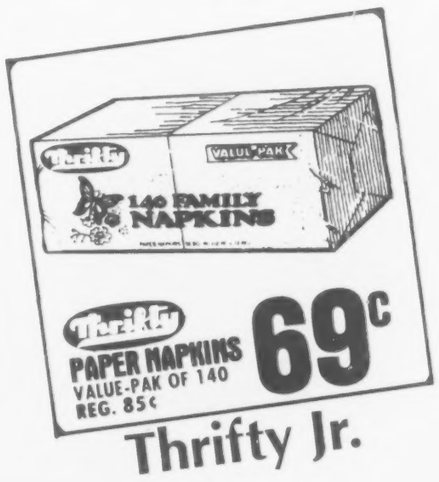
CVS

100
35 mm FREE Film Offer
One free roll with each 35 mm roll (24 or 36 exp.) processed. Bring any number, no limit! Offer good while quantity of one million rolls (nationwide) lasts. Free processing good for one set of regular size prints per roll.
Bring your 35 mm film to Walgreens for processing & get this special!
• FREE 35 mm FILM ROLL
Get a free 12-exposure roll of our new 35 mm Studio 35 color print with each roll of any 24 or 36 exposure 35 mm color print film you bring in to Walgreens for processing.
• FREE 35 mm PROCESSING
Redeem coupon on inside flap of your free 12 exp. Studio 35 film for free processing of this free roll.

Walgreens

Longs Drugs

Revco



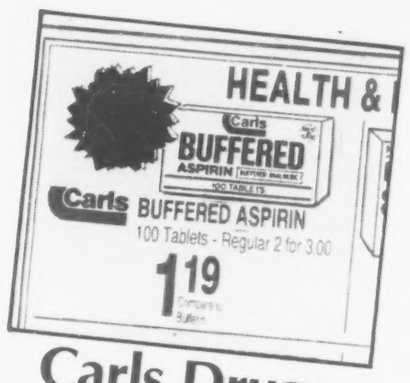
Thrifty Jr.

Perry

Peoples Drug

Dart Drug

Osco Drug



Carls Drugs

Pay 'n Save

Fay's

Private label H&BAs rebound from '80s slump

After declining in popularity in the early 1980s, private label health and beauty aids are again making gains in the nation's drug, food and discount stores. Economic jolts and a more educated consumer are why.

A recent study of private label and generic product marketing, conducted by SAMI/Burke for the Private Label Manufacturers Assoc., shows that house brands have risen steadily as a percentage of total H&BA sales since 1984.

The gain is substantial. At the end of last year, private label accounted for a healthy 3.5 percent of H&BA dollar sales in the U. S., up from 2.9 percent in 1984. Generic or no-name H&BAs, meanwhile, have shown steady declines in the same period, and now account for a meager half-point share of total sales.

The reasons for both trends are substantially the same, since the issue for many consumers is perceived quality as well as value. It is far easier, say retailers, to tie a store brand with a quality image than a no-name generic, even if both products contain exactly the same ingredients.

"Consumers have gotten more value conscious, and when you combine that with ongoing efforts to build a quality image into your house brands, your private label business is going to go up," noted one chain drug merchandiser.

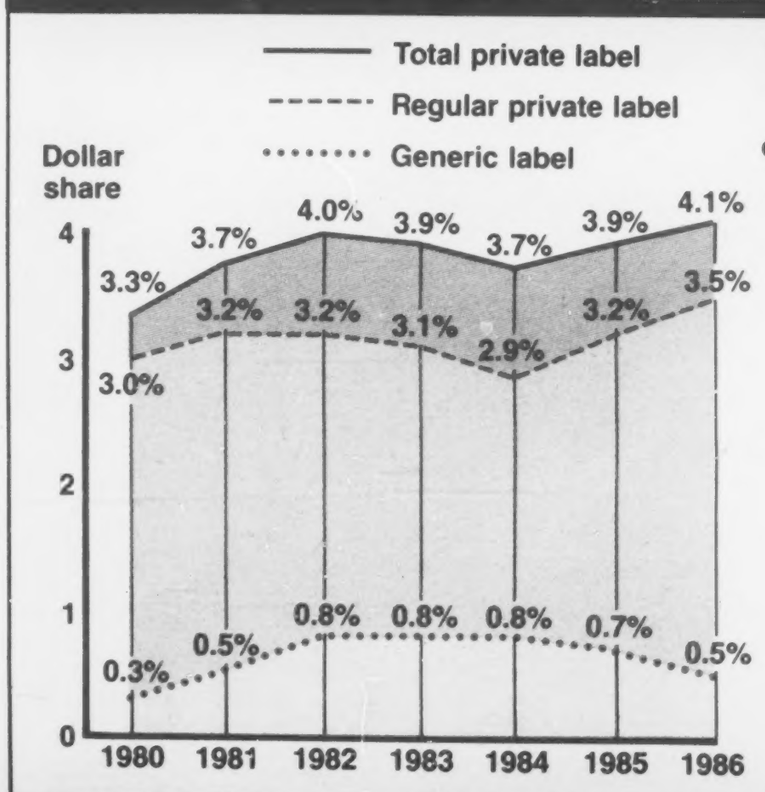
For drug chains, a move into private label is probably easier than ever. Consumers are far more sophisticated about the quality of store brands than they used to be, and far more willing to try them, private label manufacturers argue. In addition, retailers have more manufacturing sources than ever to choose from with which to build a private label program.

The growth in membership in the PLMA attests to that fact.

First established in 1979 with just 20 member companies, the umbrella organization now boasts more than 800 member firms, including small, exclusively private label manufacturers and major companies which make both

Continued on page 28

Private label and generic dollar shares of H&BA volume
(all outlets)



	52 week share change, current vs. year ago	12 week share change, current vs. year ago
Total private label	0.2	0.2
Regular private label	0.3	0.3
Generic label	(0.1)	(0.1)

Source: SAMI/Burke, May 1987

Thrifty Corp. chosen by PLMA to receive its 'Salute to Excellence'

CHICAGO—Thrifty Corp., which redoubled its efforts in private label marketing since 1984, was chosen to receive a "Salute to Excellence" award by the Private Label Manufacturers Assoc.

At presstime, Thrifty was to be honored Nov. 16 at the PLMA Store Brands Supershow at the Hyatt Regency O'Hare. The chain was cited for its efforts to improve private label sales and Thrifty brand penetration.

The Los Angeles-based drug chain expanded its efforts in private label to boost overall store sales and profitability, according to Ken Crosby, senior vp and director of buying and merchandising. "We needed a champion, a focus for our efforts, and Thrifty brand products provided it," Crosby noted in a talk to Associated Chain Drug Stores members last year. "We kicked off two major ad programs—in pharmacy and private label—and set up a separate buying department for our private label products beginning in 1984."

Thrifty also overhauled its private label packaging and adopted more aggressive in-store promotional policies, with compare-and-save shelf talkers and a unique guarantee. "We advertised that if anyone was dissatisfied with any of our private label items, they would get the national brand for free," Crosby said.

The chain launched its program with an extensive market survey, to gauge the attitudes of Thrifty customers toward Thrifty-label products. It responded with a new, stricter set of standards for private label items, including a provision that they offer minimum savings of at least 20 percent, high quality and "superior gross profit margins." The chain now uses two independent testing labs to screen all house brand items, and offers them at price reductions ranging as low as 50 percent below the price of nationally advertised brands, Crosby said.

The result of Thrifty's efforts: private label sales doubled in two years. "We're very satisfied with the progress we've made," Crosby told ACDS members.

TRENDS

Private Label Merchandise

Private label H&BAs make a comeback

Continued from page 26

house brands and nationally recognized brands.

"The acceptance of store brands tends to increase as economic conditions worsen, so the outlook for private label marketing is very strong as we move into an unsteady economic climate," said Charles Trask, director of research for the PLMA. "Private label also offers a lot of intangible benefits for retailers, like image and consumer loyalty."

Most retailers, however, find the biggest advantage of house brands in the increased gross margins they offer, even with some of the cost savings passed on to consumers. "We're happy with the way our Life house brand performs, both for profit and image, and our customers are happy with the savings," said a spokesman for Shoppers Drug Mart. "We're always looking at new areas in which to extend our Life label."

A new, two-year study by the PLMA of consumer attitudes on store vs. national brands demonstrated a high degree of sophistication on the part of consumers toward the uses and value of private label. "They understand how store brands and generics are ranked and positioned against the national brands, and believe generics and signature generics are similar to, but of lower quality, than either store brands or national brands," the PLMA noted in a report. "Consumers clearly believe that most store brands and national brands are made by the same manufacturers."

Consumer acceptance of store brands varies by product category and by area, however, depending on how retailers define and promote their own brand, the report notes. In general, says the PLMA, "The key inducement to trying store brands is price, but repeat purchases are based more on the quality of the product."

Among other findings of the focus group study:

- Store brand shoppers use labels and ingredient listings as a basis for comparison.
- Store brand loyalty is developed with experience over time, and loyal store brand shoppers promote store brands to friends. In addition, consumers "would like more opportunities for store brand trial sizes and in-store sampling," the report notes.
- Consumer faith in a store brand is enhanced when retailers institutionalize quality in their private label advertising, including guarantees. In other words, emphasizing cost savings is only half the battle.

Walgreen's pursues private label aggressively, both in health care and general merchandise. In photo (r), one of the chain's New England stores sets store brand vitamins on an endcap facing pharmacy, and (l) displays its own brand of glass cleaner against a national brand in similar-looking package.

Customer loyalty! Retailers report 90% repeat purchase rate
HERPECIN-L®
Cold Sore Lip Balm. *"It Works!"*
Write: CAMPBELL LABORATORIES, INC.
P.O. Box 812-A, FDR, NY, NY 10150

Please Visit Our PLMA
Booth #841-843-845

pfi Private Formulations Inc.
460 Plainfield Avenue, Edison, New Jersey 08818
A wholly owned subsidiary of PharmaControl Corp. (National Market System NASDAQ: PHAR)

1/11/88 C5150-2

Drugs beef up Raley's sales — Page 50

An interview with Bob Bolger — Page 8

Top 20 regional chains profiled — Pages 13-39

DRUG STORE NEWS®

Vol. 9/No. 24 **Serving chains, wholesalers and high-volume independents for 58 years** Published by Lebhar-Friedman Inc. December 14, 1987

Bi-Mart's fresh face draws new business

By Pamela Krein

EUGENE, Ore. — Bi-Mart is putting on a fresh face.

Cosmetics centers are a focal point in the latest prototype unveiled by the 37-store membership discount chain, owned by Pay 'n Save.

They give Bi-Mart "an opportunity we have been missing out on," vp-administration Dave Zientara told *Drug Store News*. They will be in all new stores and remodels.

New Bi-Mart cosmetics set lends fashion appeal, service to core area.

Formal performance measurements aren't in yet, but store employees indicated the departments attracted more business.

Before the new prototype, Bi-Mart's cosmetics were limited to a row of gondolas, which primarily featured just a minimum and basic selection. Now, however, the new cosmetics areas feature not only Revlon, Almay, Cover Girl, Clarion, L'Oreal, and Maybelline, but also implements, fragrances and a service counter.

Cosmetics are also now at the front of the store, in a three-sided area between

See **Bi-Mart,** *page 77*

Strong chain stays Pay 'n Save's course

EUGENE, Ore. — While Pay 'n Save has gone through a rough year—recasting its merchandise mix, then changing back to core drug store products—the Bi-Mart subsidiary has remained strong and consistent.

At the end of Pay 'n Save's third quarter, Bi-Mart's sales of $62.3 million accounted for more than one-third of the parent company's $177 million sales total. However, at the close of the quarter, Bi-Mart operated only 34 stores to

See **Strong,** *page 77*

LeBlanc, 30-year veteran, is named K & B's president

By Susan Ball

NEW ORLEANS — James J. Le Blanc, a veteran of 30 years with K & B Inc., has been named president and chief operations officer of the 148-store chain, according to Sydney Besthoff III, who will keep the positions of chairman and ceo.

Le Blanc

Le Blanc brings to the position "his broad experience and calm, guiding hand," Besthoff said, adding that the appointment will mean "a lessening of my responsibilities and operations over the long term."

Le Blanc, 52, who had been vp and operations director since 1984, told *Drug Store News* he plans to continue moving the chain in the direction it has followed for the past three years: "Cost-cutting, concentrating on keeping our customer base, and hopefully, continuing slow growth ahead."

"Three years ago," Le Blanc said, "we saw what was happening in the Gulf South—the economy was weakening because of changes in the oil industry—and we began making changes. We became more conservative, maintaining our sales base and giving up some growth to maintain that base." Any chain who didn't anticipate the regional downturn "probably isn't around anymore," he added.

Besthoff noted that two states in which K & B operates, Texas and Louisiana, have been especially hard-hit by the depressed oil industry, and he sees "no real demonstration of a return to the past. I think they will be depressed for awhile." However, he said business is thriving in the three other states in which the chain has stores—Alabama, Florida and Mississippi.

The new president, a native of Paincourtville, La., said his taking on of new duties will be "very gradual."

"I have no brand-new plans, no great ideas to solve problems." Rather, he said, "We will continue what we're doing and try to do it better."

As to his assuming the title of president, which Besthoff had held, Le Blanc said, "Sydney is a strong man and will continue to be for many, many years. His influence on the company is great and will continue to be."

Le Blanc joined K & B as a pharmacist in 1957, upon graduation from the Loyola University of the South School of Pharmacy. He was subsequently a store manager, supervisor and assistant operations director before attaining his vp spot.

His successor as vp and operations director is Bruce W. Fiegenschue, who moved up from vp and assistant operations director.

In another move, Virginia Besthoff, secretary of K & B Inc., has been given the additional title of real estate director.

Fay's building 12 supers in '88

. . . while chain's 'bantams' will help fill current markets

By David Vaczek

NEW YORK — Fay's Drug will build 12 of its super drug stores in 1988, as it continues a moderated rollout schedule following its six-quarter-long earnings rebound.

The chain of 157 drug stores will use a "bantam" 9,000-square-foot prototype where appropriate to help fill in current markets. The first small store opened in August in upstate Lake Placid, chairman Henry Panasci told the New York Society of Security Analysts last month.

"If the occasion arises this year, we wouldn't hesitate to expand that concept," Panasci said of the bantam, which contains all the departments of Fay's typical 12,000-square-foot to 16,000-square-foot stores, with reduced assortments, a source confirmed.

Panasci said the company remains committed to its non-drug divisions, which are record-

See **Fay's,** *page 77*

LATE NEWS

- DEERFIELD, Ill. — For the first time in almost a decade, Walgreen Co. is considering going to an outside agency to develop new broadcast advertising, a Walgreens spokesperson confirmed.
- ROANOKE, Va. — Phar-Mor opened its first new store here in early December, and simultaneously entered Raleigh, N.C. and Melbourne, Fla. markets with initial stores there.
- CINCINNATI — Hook-SupeRx completed the deal to buy four Eckerd stores in West Virginia and 15 in Virginia. The stores will be converted to SupeRx formats.
- SAN FRANCISCO — Amfac Inc.'s board of directors is weighing the possible spinoff or sale of some assets as part of a general restructuring, and was expected at presstime to possibly decide at its Dec. 13 meeting, according to a corporate spokesman. Amfac owns Amfac Drug Supply Co.

Brooks' store count down 41 for the year

Consolidation drive aims for profits

PAWTUCKET, R.I. — Brooks Drug has closed, or sold off, 47 unprofitable or marginal stores this year and opened only six, as part of a massive effort to rebuild its competitive edge and restore profitability.

The net decline of 41 stores will leave the chain with just over 360 stores as its fiscal year closes on Dec. 31. Two hundred and eighty-five of those stores have pharmacies.

Brooks executives said the clean sweep of underperforming units, many of them smaller health & beauty aids outlets in markets that can't be defended, will continue next year.

They expect the chain to "bottom out" at about 350 stores before it begins a slow growth again in 1989, with a 5 percent gain targeted for that year and up to 10 percent in

See **Brooks,** *page 77*

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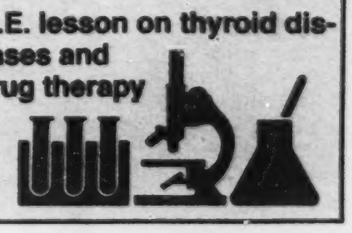
- Washington Alert
- Drugs to watch in '88
- The future of generics
- Home health care meeting
- Kroger tests cholesterol screening
- C.E. lesson on thyroid diseases and drug therapy



NEWS IN BRIEF

Austin promotes Lerner, Owen

EAST MEADOW, N.Y. — Austin Drugs has promoted two, as part of a general reorganization at the nine-store chain, according to Gary Spielfogel, whose appointment to the new position of executive vp was recently announced.

Eugene Lerner will be director of operations, and Howard Owen will be vp-marketing and finance. Lerner, who has been with Austin for about eight years, was a supervising store manager. Owen previously was vp-operations.

Arbor arrives in Grosse Pointe

GROSSE POINTE, Mich. — Maintaining an accelerated growth pace, Arbor Drugs opened its 76th drug store in this well-heeled bedroom community outside Detroit Nov. 16. The opening marks the halfway point in Arbor's expansion program for fiscal 1988, which calls for another five new stores in metropolitan Detroit by next August.

The newest Arbor was designed to complement Grosse Pointe's upscale, Early American architectural style, with a brick facade and wood bay display windows. It also features a new interior design and color package which will serve as a prototype for future stores. The package includes earth-tone colors and a new signage system.

Arbor will open at least 10 new units a year for the foreseeable future, many of them in parts of Michigan north and west of its current marketing area in greater Detroit.

In other developments:

- The chain announced two recent promotions, naming Eric Bolokofsky and Dennis Wozniak vice presidents. Bolokofsky, 35, was named vp-merchandising after serving as director of that department. He is an 11-year Arbor veteran. Wozniak, 32, was promoted to vp-purchasing, and will head all buying activities. He began his career at Arbor in 1978 as an assistant buyer, serving as senior buyer of electronic appliances, sundries and general promotional merchandise for the last four years.

Pay 'n Save grows in Alaska

SEATTLE — Pay 'n Save recently added its 11th Alaska store, with the purchase Nov. 25 of Nugget Super Rexall in Juneau for an undisclosed amount.

This raises the chainwide total to 107. Pay 'n Save plans to remodel the store in January. The chain said further it will retain the store manager for the 22,000-square-foot site, in addition to employing another 24 people.

Dot warehousing with parent

BENTONVILLE, Ark. — Twelve-store Dot Discount Drug Stores is now using parent company Wal-Mart's pharmacy warehouse, instead of outside wholesalers. However, it will use FoxMeyer as a secondary source, according to Terry Files, buyer and new store coordinator for Dot.

Files said Dot store managers will continue to do the majority of the buying for the remaining products—a concept Files said allows the stores to react quicker and make better deals.

Wal-Mart also recently announced former executive vice president of special divisions, Paul Carter, has been promoted to executive vp-finance. In his prior position Carter oversaw the Dot division, a duty that is now being passed on to Westley Wright, former vp-personnel.

Dot anticipates adding another three to nine stores in 1988—"depending on what we find," Files said.

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Vol. 9, No. 24 December 14, 1987

Kid's toothpaste segment really just cutting its teeth

By Susan Ball

Merchandising Spotlight

Children's toothpaste, as a segment, is just cutting its teeth.

The biggest kids on the block, in terms of advertising clout and brand-name recognition, are still relative toddlers: Beecham's Aqua-Fresh for Kids is about two and one-half years old, and Oral-B Laboratories' Muppets and Procter & Gamble's Crest for Kids came on the market just months ago.

At the ripe old age of 11, Schmid's Looney Tunes, introduced in April 1976, claims to be the first toothpaste targeted for children. (*See related story, page 41.*) Then there's the Zoo Collection from Cosway of Gardena, Calif., which debuted in mid-1986, and Kids' Choice, a months-old contender from Canyon Dental Care Products, Lakeland, Fla.

Kids' toothpaste manufacturers say their aim is to get children excited about the "unpleasant chore" of brushing their teeth. But there is also the factor that total toothpaste sales have remained basically flat at about $1 billion for several years, and vendors are casting about for ways to boost sales. (Sales in 1986 were $1.079 billion, with food outlets accounting for $647 million sales; drug stores, $245 million; and mass merchandisers, $187 million, according to Nielsen Marketing Services.)

Manufacturers all claim, with mom-and-apple-pie rectitude, that their offerings are sugar-free.

Manufacturers are using bright packaging, flavors with child appeal and licensed characters to differentiate their products, since they all claim, with mom-and-apple-pie rectitude, that their offerings are sugar-free and contain fluoride. The majority target the six- to 12-year-old crowd, but Oral-B in September launched the Sesame Street line, in fruity and bubble-mint flavors, to captivate preschoolers.

In terms of efficacy, the children's toothpastes that have been approved by the American Dental Association are "just as effective as adult toothpastes," said Clifford Whall, assistant secretary of the ADA's Council on Dental Therapy. "They contain the same active ingredient. Only the flavors and packaging have been changed to appeal to children." He added that all the major children's brands approved by the ADA are

Continued on page 41

Marc's-Shulman's Glassman plans home market expansion

MIDDLEBURG, Ohio — Marc Glassman, whose Marbal Drug chain owns the highest grossing individual deep discount drug stores in the nation, is preparing to open new company stores in his hometown market of Cleveland.

According to reliable sources, Glassman is prepared to double the number of his company-owned stores before the end of next year.

Since May, Glassman has already opened two more Marc's deep discount drug stores for a total of seven Marc's in West Cleveland. He has also opened one more Bernie Shulman's deep discount store in East Cleveland for a total of three.

According to informed sources, three more Marc's will open before the end of this year, plus another three Marc's and one more Bernie Shulman's by spring 1988.

Marbal Drug also has a franchise division, which currently operates several deep discount drug stores under the name Texas Drug Warehouse in the Dallas market.

Because Glassman has a policy of not elaborating on upcoming events, he would not confirm exactly how many new Marc's and Bernie Shulman's will open in 1988, but he did acknowledge that more new stores are in the works.

However, according to knowledgeable sources in Cleveland, Glassman has enough new store openings planned to more than double the unit size of his $125 million retail drug company within the coming year.

For the fiscal year ending in 1986, Marbal Drug added two new stores for a 40 percent increase in units. Sales for the same period increased by approximately 20 percent, while sales for fiscal 1987 ended last June 30th increased approximately 18 percent to an estimated $125 million.

Drug store retailers in Cleveland are interpreting Marc's expansion of company stores there as an attempt to dramatically increase total company sales and dollar profits, while simultaneously insuring Marbal a dominant share of total drug store market sales.

For fiscal 1988, Marbal's total sales for its company stores could reach about $170 million.

According to the best estimates of retailers in the Cleveland market, Marbal Drug currently has the number two share of all drug store sales, slightly behind Revco, which is said to be number one in Cleveland both in dollar sales and number of stores within the major metro Cleveland market.

However, the older Marbal drug stores average over $18 million a year in sales, while a typical Revco averages about $1.4 million a year. Marbal's two highest volume stores do approximately $32 and $22 million a year, respectively.

For fiscal 1988, when Marbal could have approximately 17 company-owned stores in operation, conservative estimates are that Marbal's total sales for its company stores could reach about $170 million.

This assumes that the seven oldest Marbal stores would generate a very conservative 10 percent same-store sales growth, while if 10 new stores do open, they would each conservatively average about $3 million a year in first year sales.

Of course, the probability that Marbal stores will continue to generate $18 million a year in average sales per store decreases as more stores do open in the market. The new stores are bound to cannibalize at least some sales from existing stores, but to what extent it is impossible to tell.

Competitors here, however, are reasoning that Glassman is apparently willing to sacrifice dramatic sales gains for existing stores in favor of a higher market share and total company sales gains from new stores.

Marbal has so far only opened stores in the northeast corner of the state of Ohio, and as retailers in this market like to point out, "there is still plenty of room for large new stores in the many small towns that exist in Ohio."

Discount Drug Mart, for instance, a regional competitor of Marbal's, has successfully followed this growth philosophy for many years now.

Marc Glassman has always said that he would open more Marc's and Bernie stores in the Cleveland area as long as he could find "the right locations."

"We want to cover the market as we're doing in Cleveland," he once told *Drug Store News*, "but the most important thing to us is to have every store be a success. Our goal is to be successful and to open successful stores."

Health & Beauty Aids, Drug Stores vs. Food Stores

(Year ended 9/11/87, in $ millions)

Drug Store Rank	Category	Drug Store volume	Food Store volume	Food Store Rank
1	Internal Analgesics	$715.0	$ 976.0	2
2	Cold Remedies	560.1	516.8	6
3	Eye Care Products	417.3	198.9	16
4	Antacids	370.0	343.4	7
5	Synthetic Vitamins	335.5	190.5	17
6	Shampoo	324.3	661.4	4
7	Cough Remedies	308.8	243.3	13
8	Laxatives and Stool Softeners	281.7	132.0	22
9	Hair Coloring	249.3	93.7	28
10	Toothpaste/Powder	230.9	671.9	3
11	Disposable Diapers	209.5	2,123.9	1
12	First Aid Products	194.1	221.5	15
13	Hand & Body Lotions and creams	193.5	179.4	20
14	Hair Spray	186.9	267.8	12
15	Sanitary Napkins	181.4	589.9	5
16	Natural Vitamins Minerals, Supplements	176.7	63.1	36
17	Mouthwash	164.0	304.2	9
18	Cosmetic & Medicated Skin Aids	159.0	112.3	24
19	Stick Deodorants/Pads	155.3	304.3	8
20	Razor Blades	153.3	291.4	11
21	First Aid Antiseptics	149.7	82.8	32
22	Hair Conditioning Rinses	149.0	241.6	14
23	Facial Preparations	146.4	98.2	26
24	Tampons	133.3	292.5	10
25	Suntan Lotion/Oils	110.2	57.9	38
26	Nasal Sprays/Drops and Inhalers	100.7	84.9	31
27	Hair Dressing Needs	99.5	88.6	30
28	External Analgesics	97.1	60.3	37
29	Roll-On Deodorants and Antiperspirants	95.8	180.6	19
30	Toothbrushes	86.8	121.5	23
31	Hair Setting Needs	86.8	97.3	27
32	Spray Deodorants and Antiperspirants	86.5	184.9	18
33	Appetite Suppressants	83.5	51.4	40
34	Aftershave Lotions	79.8	50.2	41
35	Shaving Creams	70.3	98.7	25
36	Adult Incontinence Products	64.6	16.4	49
37	Denture Adhesives	64.3	53.4	39
38	Baby Oils/Creams and Lotions	63.7	89.7	29
39	Feminine Douches and Washes	59.7	63.6	35
40	Foot Deodorants Athletes Foot products	58.3	31.1	44
41	Home Permanent Kits	51.9	21.8	47
42	Denture Cleaners	50.1	66.8	33
43	Moist Towelettes	49.2	167.2	21
44	Lip care Products	46.4	40.8	42
45	Nursing Supplies	36.0	64.8	34
46	Dental Aids	33.2	27.5	46
47	Sleeping Aids	31.7	29.1	45
48	Baby Powders	24.2	38.2	43
49	Deodorant & Talcum Powders	16.9	19.0	48
50	Chest Rubs	15.5	15.9	51
51	Breath Fresheners	13.7	9.2	54
52	Feminine Hygiene Deodorants	10.4	7.5	55
53	Cream Deodorants	10.0	12.9	52
54	Razors & Blades	9.5	10.6	53
55	Pre-shave Lotions	8.8	7.4	56
56	Infant Clothes	5.1	16.3	50
57	Tranquilizers	1.4	0.6	57

Source: SAMI/Burke

DrSN launches SAMI/Burke tracking of H&BA products

With this issue, *Drug Store News* launches the first in a series of periodic reports on the comparative sales volume of 57 health and beauty aid products sold in drug stores and food stores. The nationally projected figures, supplied by SAMI/Burke, are based on warehouse withdrawal information from 54 major markets tracked by the marketing research company.

The figures show very strong penetration by drug stores in the categories in which drug stores tend to have greater breadth, including over-the-counter medications like cold remedies, antacids, synthetic vitamins, cough remedies and laxatives. Food stores, on the other hands, hold commanding shares in categories that depend on heavy traffic and frequent exposure, such as disposable diapers, toothpaste and shampoos.

In a category like internal analgesics, drug and food retailers both do well, with the category heading the list of H&BA's in drug stores and number two (next to diapers) in food stores. But food stores do better in total sales in the category because of their strength in shopper count.

Kroger lists 16-, 40-week results

CINCINNATI — The Kroger Co. posted results for the 16- and 40-week periods ended Oct. 10.

Sales for the 16 weeks increased to $5.2 billion, from $4.9 billion in the comparable period last year. Income from continuing operations was $45.3 million, compared with a loss of $39.4 million in the year-ago period, which included a charge of $82.3 million related to the restructuring of certain operations.

The loss from discontinued operations in the 1986 period was $11.8 million, according to the food chain.

For the 40-week period, the company reported sales of $13.3 billion, against $12.8 billion in the comparable period last year. Net income reached $135.9 million for the period, against $32.6 million a year ago.